

## THE EFFECT OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON PT. ARCHIPELAGO TOURISM TOUR

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### *Abstract*

*Tourism is a trip planned by someone for a certain time from one place to another, the purpose of which is for entertainment or hobbies so that their wishes are fulfilled. The development of tourism in Indonesia is currently increasing rapidly, however, as is well known, for the last two years people have experienced isolation, restrictions on social activities, bans on traveling and closure of the country from foreign tourists due to the pandemic, which has triggered people to take revenge travel which involves emotional and tend to exaggerate. According to a report from the Central Statistics Agency (BPS), Indonesia's domestic tourism sector consistently shows recovery in 2022 after being hit by a pandemic in 2022. The purpose of this study was to determine whether there is an effect of service quality and customer satisfaction on customer loyalty at PT. Ziara Wisata Nusantara, this study used a quantitative method of analysis with SPSS 26. The number of samples in this study amounted to 170 with the slovin sampling technique. The results of this study obtained that the variable Service Quality (X) has an influence value of 0.60 and the Customer Satisfaction variable (Y) has an influence value of 0.60. Then the simultaneous Service Quality is 0.595 with a significance value of  $0.000 < 0.05$ . Thus it can be said that the research hypothesis is accepted because the Service Quality Variable has a moderate positive influence on Customer Satisfaction Variables.*

**Keywords:** *Service Quality; Customer Satisfaction; Customer Loyalty*

### *Abstrak*

Pariwisata adalah suatu perjalanan yang direncanakan oleh seseorang untuk waktu tertentu dari suatu tempat ke tempat lain, yang tujuannya untuk hiburan atau hobi agar keinginannya terpenuhi. Perkembangan pariwisata di Indonesia sekarang ini semakin pesat, namun seperti yang diketahui selama dua tahun terakhir masyarakat mengalami isolasi, pembatasan aktivitas sosial, larangan berpergian dan penutupan negara dari wisatawan asing akibat pandemi lantas memicu masyarakat untuk melakukan balas dendam jalan-jalan atau revenge travel yang melibatkan emosi dan cenderung berlebihan. Menurut laporan Badan Pusat Statistik (BPS) menyebut sektor pariwisata domestik Indonesia konsisten menunjukkan pemulihan pada tahun 2022 setelah dihantam pandemic pada tahun 2022. Tujuan penelitian ini adalah untuk mengetahui apakah ada pengaruh kualitas pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan pada PT. Ziara Wisata Nusantara, penelitian ini menggunakan metode kuantitatif analisis dengan SPSS 26 jumlah sampel dalam penelitian ini berjumlah 170 dengan teknik pengambilan sample slovin. Hasil penelitian ini diperoleh variabel Kualitas Pelayanan (X) memiliki nilai pengaruh sebesar 0,60 dan variabel Kepuasan Pelanggan (Y) memiliki nilai pengaruh sebesar sebesar 0,60. Kemudian Kualitas Pelayanan secara simultan sebesar 0,595 dengan

nilai signifikansi  $0,000 < 0,05$ . Dengan demikian dapat dikatakan bahwa Hipotesis penelitian diterima karena Variabel Kualitas Pelayanan telah pengaruh positif yang sedang terhadap Variabel Kepuasan Pelanggan.

**Kata Kunci::** Kualitas Pelayanan; Kepuasan Pelanggan; Loyalitas Pelanggan

## **I. INTRODUCTION**

Tourism is a trip planned by a person for a certain time from one place to another, whose purpose is for entertainment or hobbies, so that his wishes are fulfilled. Or tourism can also be interpreted as traveling from one place to another to have a wife or have fun and then come back again (My Teacher, 2023).

The development of tourism in Indonesia is currently growing rapidly. The economic development of tourism is quite promising and benefits many parties, both the state, the community and the private sector. This is because tourism is an example of an economic branch whose development is considered profitable (Novi Fuji Astuti, 2021).

However, people are known to have experienced quarantine isolation, restrictions on social activities, travel bans and state closures for foreign tourists in the last two years due to the Covid-19 pandemic. Various bans imposed during the pandemic then make people take revenge or revenge travel which involves emotions and is usually excessive, according to a social psychologist from the Indonesian Psychological Association (HIMPSI), Juneman Abraham. This phenomenon emerged in response to the feeling of being in prison or limited space of movement during the pandemic (Deutsche welle, 2021).

According to a report by the Central Statistics Agency (BPS), Indonesia's domestic tourism sector continues to recover in 2022, affected by the Covid-19 pandemic. BPS reported that the number of trips by Indonesian tourists or tourists in 2022 was 734.86 million trips. Compared to last year, the number increased by 19.82%. In 2022, the number of Indonesian tourists exceeded the number of foreign tourists before the outbreak of the Covid-19 pandemic, and the difference in the number of trips was 12.70 million or 1.76% more than in 2019 (Erlina F Santika, 2023).

With the increasing number of tourists and the tourism industry that is developing today, PT. Ziara Wisata Nusantara, a company established in the field of services to provide convenience for the community in planning vacations in accordance with travel destinations, travel capital, tourist accommodation and tourist reservations and others.

PT. Ziara Wisata Nusantara Tour & Travel in satisfying the community to fulfill their desires in the field of tour & travel is very concerned about the quality of services

they provide. Service quality is an effort to fulfill customer wants and needs as well as the accuracy of delivery so as to meet customer expectations. Based on experts' understanding of service quality, service quality measures the performance of a company in meeting the needs of products or services offered to customers (Erpurin, 2019).

PT. Ziara Wisata Nusantara Tour & Travel hopes that by providing excellent service to meet the travel needs of the community, we can satisfy our customers. Customer satisfaction is the level of feeling that people have after comparing the expected performance results with what they feel (Susanti & Syahrian, 2019).

Currently, more and more travel agencies PT. Ziara Wisata Nusantara provides excellent service quality, if the service provided to customers is done well, it will increase loyalty. With the existence of regular customers of PT. Ziara Wisata Nusantara has the opportunity to get maximum profits. Customer loyalty is an offer for behavior that requires repeated transactions, such as the act of purchase, and building customer loyalty to the service or product offered by a commercial entity takes a long time and must be done through a repetitive purchase process (Subagja & Susanto, 2019).

## **II. LITERATURE REVIEW**

Service quality is a result that must be achieved and realized through actions. Although intangible and easily lost, it can be felt and remembered. As a result, consumers can be more active in consuming the company's products or services (J. Supranto, 2020).

Service quality is grouped into five dimensions, namely tangible, reliability, responsiveness, assurance, and empathy. The quality of service is also an important factor that affects customer loyalty, as customers who are satisfied with their personal values and have a positive attitude towards service have greater loyalty to the company. Customers are often disloyal due to poor service or lower service quality than the customer expects (Fauzi, 2019).

Customer satisfaction focuses more on feeling happy or disappointed when someone compares a product or service to what they expect (Philip Kotler and Kevin Lane Keller, 2020).

Customer satisfaction is a comparison of performance expectations, regardless of whether they feel happy or disappointed, if satisfaction is the same as research after the chosen choice meets or exceeds expectations (Ria Octavia, 2019).

Creating customer satisfaction offers several benefits, such as harmonizing the relationship between a company and its customers, a good basis for repeat purchases and

creating profitable customer loyalty for the company, and customer satisfaction affects customer loyalty (Herokholqi & Cahyana, 2018).

Customer loyalty can be interpreted as a person's loyalty to a certain product, or service. Customer loyalty is a manifestation and continuation of customer satisfaction with the use of places and services offered by the company and to remain a consumer of the company (Hermanto, 2019).

Customer loyalty means the relationship between a company and customers. Customer loyalty includes customer retention when a customer buys back a product from a competing brand or uses another service instead of choosing another service. Customer loyalty includes customer attitudes and feelings towards companies related to products, services, relationships, brands, or repeat purchases (Didin Fatihudin & Anang Firmansyah, 2020).

### **III. RESEARCH METHOD**

This study uses a quantitative analysis method to explain the relationship between one variable and another. This research was conducted to explain the role of service quality and customer satisfaction on customer loyalty at PT. Nusantara Tourism Tour. We then processed this questionnaire by processing SPSS 26 statistics.

This research was conducted at PT. Ziara Wisata Nusantara which is located in Bogor Regency, precisely at Ruko Setu Cikaret Jl. Raya Setu Cikaret No. 166-167 Harapan Jaya, Cibinong, Bogor Regency. This location was chosen because in addition to being near the center of the Bogor regency government, the location is also very strategic for us to do marketing. The population in this study is consumers who use the services provided by PT. Nusantara Tourism Tour. In determining the sample, we used the Slovin sample which is a practical method to determine the size or number of samples provided that the population is relatively large.

The data collection method carried out in this study is by distributing questionnaires online. From this distribution, a questionnaire was obtained as many as 170 samples with a distribution time of 1 month. H1: service quality affects customer satisfaction, H2: customer satisfaction affects customer loyalty, H3: there is an influence on customer loyalty on service quality through customer satisfaction.

### **IV. RESEARCH RESULT AND DISCUSSION**

#### **1. Validity and Feasibility Test**

Based on the validity test, the research instrument can be said to be valid if the validity value is greater than 0.30. The research was carried out by correlating the score of each item with the total score carried out with the moment formula product using the SPSS 26 program. This study gave the following results:

Table 1. Results of the validity and realism test of service quality (X)

Item-Total Statistics			
	Scale Mean if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	17.19	.310	.703
X1.2	17.19	.481	.638
X1.3	17.22	.524	.618
X1.4	17.11	.436	.657
X1.5	17.08	.521	.620

From table 1 above, it can be concluded that the validity value of each service quality indicator is greater than 0.30. So it can be concluded that every statement is said to be valid. It can also be seen that the Cronbach's alpha value of each indicator is greater than 0.60. So it can be concluded that the statement can be considered reliable.

Table 2. Results of the customer satisfaction validity and reality test (Y)

Item-Total Statistics			
	Scale Mean if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	25.69	.388	.785
Y1.2	25.72	.354	.791
Y1.3	25.78	.530	.761
Y1.4	25.76	.678	.730
Y1.5	25.86	.591	.748
Y1.6	25.78	.543	.758
Y1.7	25.86	.530	.761

From table 2 above, it can be concluded that the validity value of each customer satisfaction indicator is greater than 0.30. So it can be concluded that every statement is said to be valid. It can also be seen that the Cronbach's alpha value of each indicator is greater than 0.60. So it can be concluded that the statement can be considered reliable.

Table 3. Results of customer loyalty validity and reality test (Z)

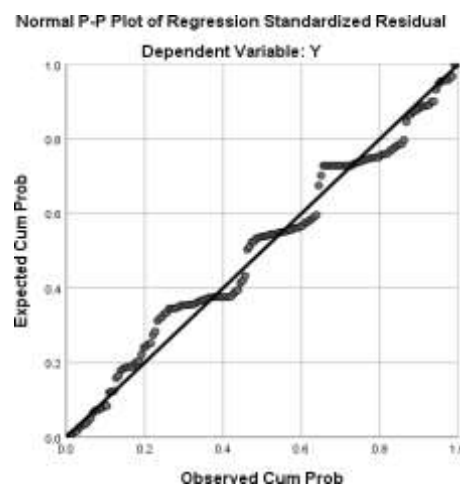
Item-Total Statistics			
	Scale Mean if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z1.1	37.99	.535	.770
Z1.2	38.12	.453	.779
Z1.3	38.12	.520	.771
Z1.4	38.06	.536	.770
Z1.5	38.04	.515	.772
Z1.6	38.06	.342	.792
Z1.7	38.00	.523	.772
Z1.8	38.05	.383	.788
Z1.9	38.13	.443	.781
Z1.10	38.18	.449	.780

From table 3 above, it can be concluded that the validity value of each customer loyalty indicator is greater than 0.30. So it can be concluded that every statement is said to be valid. It can also be seen that the Cronbach's alpha value of each indicator is greater than 0.60. So it can be concluded that the statement can be considered reliable.

## 2. Normality Test

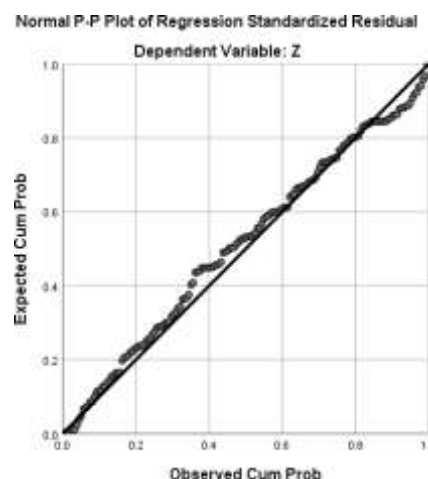
The normality test aims to check whether the residual values obtained from the regression model are distributed normally or not.

Figure 1. Structure 1 of the results of the service quality normality test (X) affects customer satisfaction (Y)



Based on the PP Plot 1 Structure above, it can be seen that the service quality variable related to customer satisfaction has an index that meets the assumption of the normality test. The graph shows a normal graph, the data spreads along the diagonal line and follows the direction of the diagonal line.

Figure 2. Structure 2 normality test results have an effect on customer loyalty (Z) on service quality (X) through customer satisfaction (Y)

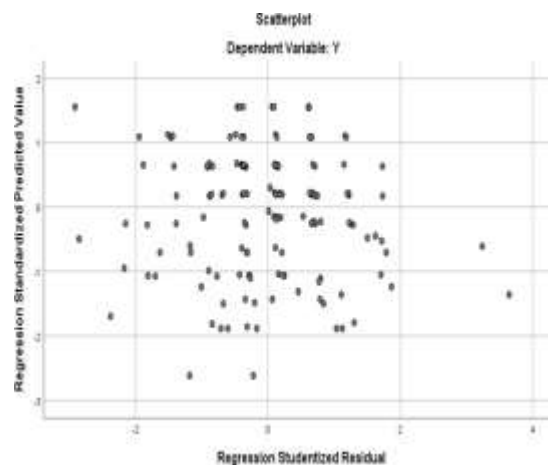


Based on the PP Plot 2 Structure above, it can be seen that there is an influence of service quality variables on customer loyalty through customer satisfaction having a display that meets the assumption of normality test. The graph shows a normal graph, the data spreads along the diagonal line and follows the direction of the diagonal line.

### 3. Heteroscedasticity Test

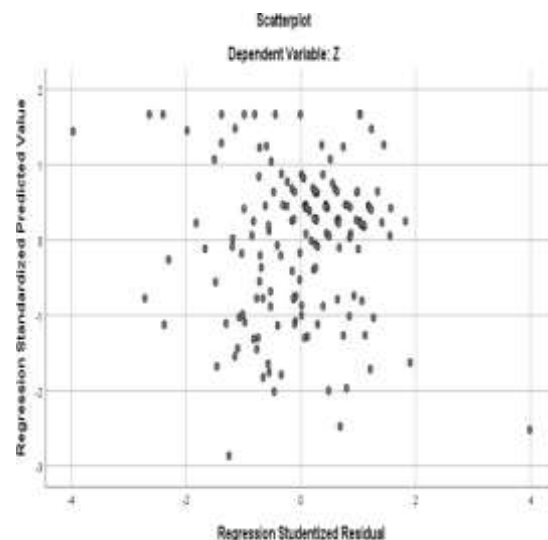
The purpose of the heteroscedasticity test was to test whether there was an inequality of observational residual variance in the regression model.

Figure 3. The result of heteroscedasticity of service quality (X) affects customer satisfaction (Y)



Based on figure 3, if there is a certain pattern such as points that form a certain pattern that is orderly such as wavy, widening, then narrowing, then heteroscedasticity has occurred. So in figure 3 above, it can be seen that the data is spread randomly and it can be concluded that the results of the heteroscedasticity above are free of the heteroscedasticity test.

Figure 4. The result of heteroscedasticity has an effect on customer loyalty (Z) over service quality (X) through customer satisfaction (Y)



Based on figure 4, if there is a certain pattern such as points that form a certain pattern that is orderly such as wavy, widens and then narrows, then heterokedasticity has occurred. So in figure 3 above, it can be seen that the data is spread randomly and it can be concluded that the results of the heterokedasticity above are free of heterokedasticity tests.

#### 4. Autocorrelation Test

Autocorrelation is the correlation between observation members sorted by time and place. A good regression model should not have autocorrelation. The autocorrelation test method in this study uses the Durbin Watson test.

Table 4. The results of the service quality autocorrelation test (X) affect customer satisfaction (Y)

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.771 <sup>a</sup>	.595	.593	2.61779	1.749
a. Predictors: (Constant), X					
b. Dependent Variable: Y					

Based on the table above, it can be seen that this study has a Durbin-Watson value of 1.749 with  $n = 170$  and  $k = 3$ , so that  $dL = 1.7134$  and  $dU = 1.7851$ . It can be concluded that:  $dL < d < dU$  then the test is inconclusive or inconclusive. And  $(4 - d) > dU$  then there is no negative autocorrelation.

Table 5. The results of the autocorrelation test had an effect on customer loyalty (Z) on service quality (X) through customer satisfaction (Y)

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.715 <sup>a</sup>	.511	.505	3.78348	2.064
a. Predictors: (Constant), X, Y					
b. Dependent Variable: Z					

Based on the table above, it can be seen that this study has a Durbin-Watson value of 2.064 with  $n = 170$  and  $k = 3$ , so that  $dL = 1.7134$  and  $dU = 1.7851$ . It can be concluded that: if  $d > DL$  then there is a positive autocorrelation. And if  $(4 - d) > dU$  then there is no negative autocorrelation.

#### 5. Linear Regression Test

Multiple linear regression analysis is used to find out the influence of two or more independent variables or linear relationships with one bound variable. This study has the following:



Table 6. The results of the linear regression test of service quality (X) have an effect on customer satisfaction (Y)

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	X <sup>b</sup>	.	Enter
a. Dependent Variable: Y			
b. All requested variables entered.			

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.771 <sup>a</sup>	.595	.593	2.61779	1.749
a. Predictors: (Constant), X					
b. Dependent Variable: Y					

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
0	Regression	1692.061	1	1692.061	246.914	.000 <sup>b</sup>
	Residual	1151.277	168	6.853		
	Total	2843.338	169			
a. Dependent Variable: Y						
b. Predictors: (Constant), X						

Coefficients <sup>a</sup>						
Model		Unstandard ized Coefficients		Standar dized Coeffici ents	t	Si g.
		B	Std. Error	Beta		
1	(Constant)	7.088	1.205		5.884	.000
	X	1.052	.067	.771	15.713	.000

a. Dependent Variable: Y

The results of the linear regression test explained that the variable Service Quality (X) had a partial effect of 0.771 with a significance value of  $0.000 < 0.05$  on Customer Satisfaction (Y). with a regression coefficient of 0.595 with a significance value of  $0.000 < 0.05$ . Thus, it can be said that the research hypothesis is accepted because the Service Quality Variable has a moderate positive influence on the Customer Satisfaction Variable.

Table 7. The results of the linear regression test had an effect on customer loyalty (Z) on service quality (X) through customer satisfaction (Y)

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	X, Y <sup>b</sup>	.	Enter

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	.715 <sup>a</sup>	.511	.505	3.78348	2.064
a. Predictors: (Constant), X, Y					
b. Dependent Variable: Z					
a. dependent Variable: Z					
b. All requested variables entered.					

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2498.618	2	1249.309	87.274	.000 <sup>b</sup>
	Residual	2390.561	167	14.315		
	Total	4889.180	169			
a. Dependent Variable: Z						
b. Predictors: (Constant), X, Y						

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	10.099	1.912		.000
	Y	.606	.112	.462	.000
	X	.528	.152	.295	.001
a. Dependent Variable: Z					

The results of the linear regression test explained that Service Quality (X) had a positive effect of 0.295 on Customer Loyalty (Z) with a significance value of  $0.000 < 0.05$ . With a regression coefficient of 0.511 with a significance value of  $0.000 < 0.05$ . Thus, it can be said that the research hypothesis is accepted because there is a moderate influence on customer loyalty on service quality through customer satisfaction.

In addition, it can be found that there is a positive influence of 0.462 from the variable Customer Satisfaction (Y) on Customer Loyalty (Z) with a significant  $0.000 < 0.05$ . This is in accordance with the hypothesis that states that customer satisfaction has a moderate effect on customer loyalty so that the hypothesis is accepted.

## V. CONCLUSIONS

From the results of research and discussions conducted related to the influence of Service Quality and Customer Satisfaction on Customer Loyalty at PT. Ziara Wisata Nusantara where we can see that the quality of service affects customer satisfaction where the factors that form this influence we can see that PT. Ziara Wisata Nusantara understands the will of customers and gives voluntary and sincere attention so that customers feel satisfied with the quality of service.

Customer satisfaction from PT. Ziara Wisata Nusantara has an impact on the customer loyalty of PT. Ziara Wisata Nusantara where this happens because of the provision of fast and accurate services to consumers so that consumers can recommend PT. Nusantara Tourism Pilgrimage to relatives and friends.

The quality of service is something that is very much concerned by PT. Ziara Wisata Nusantara so that it can have an influence on customer satisfaction and its impact on customer loyalty. The factor that causes this is that PT Ziara Wisata Nusantara provides services on time, without mistakes and has a sympathetic nature with high accuracy and can provide quite adequate tour components so that customers become regular customers.

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